

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



SUMMER FICTION NUMBER

10¢ Including a New "Bull-Dog Carney" Story by W. A. Fraser Twice a









































# Firestone Dealers

ARE TRAINED AND EQUIPPED TO  
SAVE YOU MONEY AND SERVE YOU BETTER

Firestone Dealer Development Plans enable Firestone Dealers to learn modern methods of tire repairing. Firestone also developed for these dealers, special equipment and tools, insuring quick, uniformly dependable repair service everywhere.

Many Firestone Dealers have attended Tire Educational Meetings, conducted by factory trained men, throughout Canada, and were shown by means of motion pictures, charts, tire samples and complete engineering data the details of tire design and construction, placing them in a better position than ever to render a tire service otherwise unobtainable.

Tire Dealers who have such up-to-date knowledge of the construction and care of tires will naturally lead the way in providing the best service stations with facilities to help you get more mileage out of your tires, thus saving you money and serving you better.

The Firestone Dealer receives fresh, clean stocks of Gum-Dipped Tires direct from the nearest of the branches or distributors which are located at principal points in Canada. Take advantage of these fine facilities and secure the comfort, safety and economy that only Firestone-built tires can give you.

FIRESTONE TIRE & RUBBER PANY OF CANADA, LIMITED

HAMILTON

MOST MILES PER DOLLAR



A Firestone Dealer Service Station fully equipped and specially arranged to render complete service quickly and efficiently.

By proper wheel alignment, regular inspections and checking air pressure, the Firestone Dealer keeps tires in condition to give full mileage.



A Firestone Dealer's Repair Department showing better of inside. Also shown: Vulcanizer, specially designed by Firestone, for making quick, economical tire repairs.

FIRESTONE BUILDS THE ONLY GUM-DIPPED TIRES

























In the  
Mooseport  
Reserve  
National Park  
at Beautiful  
Algonk

Let boys and girls go out and play  
golf. Play the golf of a lifetime where  
forever lasts for the ideal atmosphere  
of a lifetime vacation.

#### Golf in the Mountains

Come to Jasper Park Lodge in the heart  
of Jasper National Park. Let an splendid  
atmosphere serve as a backdrop for the  
pleasant golf of an entire season. Carved  
in the heart of a mountain paradise, the  
Jasper course gives a thrill to every golfer.  
In the heart of the mountains, the  
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#### Locally Made

Visitors Lodge near Whistler is a charming  
and beautiful hotel and the best of the  
North. From \$5.00 a day an American plan, with meals,  
bathing, fishing, riding and other  
sports. Call the person in charge  
of the hotel. Whistler, B.C. 1940.  
Call Whistler, B.C. 1940.

## CANADIAN NATIONAL

The Largest Railway System in America

Start each day  
right with a crisp,  
sparkling glass of  
**ENO'S**  
-FRUIT SALT-

You will soon be replete  
with a glass of good  
health

left. But I'm sure of this: you're a world  
of apart. And that's not only a  
fact, but a fact of life. And that's not  
only a fact of life, but a fact of life.

"Oh, Michael," said Maria, looking  
at the clock, "what time is it now?"  
"It's ten," said Michael, "and the  
clock is at ten. And the clock is at ten."

"Oh, here we are," said Maria, "and  
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## A Powder that really lasts!



If you're a busy  
person, the  
modern  
housewife,  
the sportsman,  
the smart young  
man, you  
should know about Armand  
Cold Cream Powder.

This is a fine powder to  
be used after shaving. No  
fading with a good, soft  
every hairline. You need  
only use a little—  
when it's really gone.

For Armand Cold  
Cream Powder, you need  
only use a little—  
when it's really gone.

Armand  
Cold Cream  
Powder

## Freckles

Beauty and Quality Remedy

Stillman's  
Freckle Cream

Stillman's  
Freckle Cream

Stillman's  
Freckle Cream







How's the Complexion? Face powder complexion streak and again must be constantly "re-applied."

GOURAUD'S ORIENTAL CREAM "Beauty's Master Touch"

and how little sugar is in it. You know the common mistake...

How's the Complexion? Face T. Hygiene Cream

HOW'S THE COMPLEXION? Limes and lemons are great for keeping the skin smooth...

have a great skin at the same time as the hair...

There are women kinds of deep black spots on the surface...

When making cream the face is in the skin...

Applying a Recipe FRACK is made of a weak...

Now here is a water cream which you can use...

them against the hair surface of the gland skin...

There are women kinds of deep black spots on the surface...

When making cream the face is in the skin...

Applying a Recipe FRACK is made of a weak...

Now here is a water cream which you can use...

Advertisement for Dr. Williams' Pink Pills for Pale People, featuring an illustration of a woman and the product box.

Yes! You can have prettier Eyes. Just use Murine. Thousands and thousands of these women have improved...

Advertisement for Murine for Your Eyes, featuring an illustration of a woman's face.

Too Hard There's a much easier way to reduce

Maclean's Magazine, August 1, 1937. Advertisement for Maclean's Magazine, featuring an illustration of a woman's face.

that is a lucky guess it is also possible that the thing is better to reach the other side...

MacLean's Question Box. CONSIDERED BY EDWINA DODDS. (From this a general rule is taken for a complete and complete answer to each question...)

Question—Mr. P. dear: We have a lovely place on Toronto, and we are now looking for a house...

Question—J. M. dear: I am writing a picture on one of my subjects. I am a high school student...

Question—Mr. G. dear: I am writing a picture on one of my subjects. I am a high school student...

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Advertisement for 'SALADA' TEA, featuring an illustration of a woman and the product box.

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# Mother of three, girls' club leader, club-woman—

4 discoveries, beginning with a funny surprise, taught Mrs. H. the merits of Chipso

HERE it was at last! A snug little house, nestling among maple trees and shrubs and lilac bushes. No wonder I couldn't see the number from the street!

Mrs. H. had been introduced to me as head of a girls' club, leader in several women's clubs, mother of two lovely daughters and a son at college, and one of the best housekeepers in town.

This is her story as she told it to me in her own spotless home—a story of housework well-planned, of modern methods economical of time, labor and money, and especially of the help she had received from the wonderful new flaked soap called Chipso.

Mrs. H. had always been on the lookout for more efficient housekeeping methods and materials. So when she heard of Chipso, she tried it. Funny as that first trial was, it convinced her that she had found an unusual soap.

## HER FIRST DISCOVERY

(with a laugh in it)

### Instant suds with fewer flakes

"The first time I put Chipso into my machine, I followed my usual method and used the same amount I had always used with other soaps. Then I went upstairs to wash the breakfast dishes. When I returned I could hardly believe my eyes: the whole laundry was a mass of suds. It looked like a great white snow-bank. I was fairly swamped in suds.

"This experience taught me Chipso's economy. Chipso does more work for less cost. There is enough in one big package for six to eight average washings—only three or four cents for each."

## HER SECOND DISCOVERY

### Chipso suds SOAK clothes clean, quicker, safer and easier

"I don't always start the machine at once. Often I put my clothes in the Chipso suds in the machine

and let them soak for twenty minutes while I do other things. Then I run the motor about five minutes and the clothes are just as clean as when the machine has run twenty minutes. Even fruit stains come out. This saves electric current, and wear and tear on clothes and machine.

"Even men's soft collars—and you know how ground-in the dirt is on the fold—come out clean in a Chipso washing, with no rubbing. In fact, I never rub anything now.

"I need less rinsing with Chipso, too. One hot and one cold rinse are usually enough. I need no bluing, for Chipso keeps my clothes white without it."

Just at this moment I caught a glimpse of a very young figure passing the door with a tennis racket

swinging gaily from her slim hand. "Mother, I'm going down to get my racket re-strung." Mrs. H.'s smiling approval showed how proud she was of this lovely daughter. Then she went on with her story.

## HER OTHER DISCOVERIES

### Chipso saves dishwashing time Keeps silver bright

"I soon found that dishwashing was much quicker and easier with Chipso.

"I just put a little Chipso in the pan, turn on hot water for instant suds and the dishes almost wash themselves. Even the decorations on my finest china are safe with Chipso.

"And it has been very interesting to see that my silver, which used to tarnish so quickly, stays bright now that I wash it in Chipso. Do you know why that is?"

"Yes," I said. "Soap tarnishes silver when it does not rinse off easily—even the thinnest film of soap produces tarnish. Chipso rinses off easily and completely. That is why your silver does not tarnish any more."

"Well, I am glad to know that," exclaimed Mrs. H. "And I can say something else, too. Since using Chipso my fingers are not dry and cracked as they used to be. That was very irritating and made it very hard for me to do my sewing."

Mrs. H. added that all her family had become wedded to Chipso for all sorts of cleaning, too.

When I left I carried the impression with me that Mrs. H. enjoys doing her housework. It isn't drudgery to her. And she is only one of thousands of women whose housekeeping with Chipso is much easier than it used to be.

NOTE: You can buy Chipso in two big sizes at your grocer's. The larger box is the more economical—a surprising amount of soap for very little money.

FRUCTER & GAMBLE, LTD.  
Toronto, Canada



### For ease and speed, tub-soaking rivals machine-washing

Millions of women who use tubs for their weekly washing now let Chipso do the hard work.

To get instant suds just run hot water over Chipso flakes—no more chipping, shaving or melting of cake soap. No more hard rubbing on a board, no more weekly boiling. Instead—

To loosen all dirt, let the clothes soak in lukewarm Chipso suds for 20 minutes. Then squeeze the sudsy water through the fabric several times, rubbing badly-soiled places lightly between the hands, and your washing is finished.

Two rinsings—one hot and one cold—are usually enough when Chipso is used. It rinses out quickly and thoroughly, leaving no soap odor behind.



The most amazing success in the history of household soap